

PATENT

Attorney Docket No.: 412342-2

Date: September 20, 2000

BOX PATENT APPLICATION
 ASSISTANT COMMISSIONER FOR PATENTS
 Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of:

Inventor: PETER H. I. KIM

For: METHOD AND APPARATUS FOR DELIVERY OF TARGETED ADVERTISING AND CONTENT BASED ON USER
 INTERACTION WITH ONLINE QUERIES ON A WIDE AREA NETWORK

Enclosed are:

32 Pages of Specification9 Sheets of drawing (☐ formal ☒ informal)☒ Declaration and Petition (UNSIGNED). ☐ Will follow.☐ Form PTO-1595 and an assignment of the invention to ☐ Will follow.☐ A certified copy of ☐ from which priority is claimed in the subject case pursuant to Rule 55b and 35 U.S.C. 119. ☐ Will follow.☐ An associate Power of Attorney☒ A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27 (UNSIGNED).☐ Information Disclosure Statement, Form PTO 1449 and ☐ prior art reference(s).☐ Preliminary Amendment.☒ General Authorization/Request to Petition for extension of time.☒ Postcard

FOR:	NO. FILED	NO. EXTRA	SMALL ENTITY RATE	SMALL ENTITY FEE		OTHER THAN SMALL ENTITY RATE	OTHER THAN SMALL ENTITY FEE
BASIC FEE	28	-20=	-0-	X 9	\$345.00	OR	\$690.00
TOTAL CLAIMS	2	-3=	-0-	X 39	\$ 72.00	OR	\$-0-
INDEP CLAIMS				X+ 130	\$-0-	OR	\$-0-
MULTIPLE				TOTAL =	\$-0-	OR	\$-0-
DEP CLAIMS					\$417.00		\$
PRESENTED							

☐ Please charge my Deposit Account No. 50-0639 the amount of XX. A duplicate copy of this sheet is enclosed.☒ A check in the amount of \$417.00 to cover the filing fee is enclosed.☐ A check in the amount of \$XX to cover the Assignment Recordal Fee is enclosed.

☐ The Commissioner is hereby authorized to charge payment of the following fees associate with this communication or credit any overpayment to Deposit Account No. 50-0639. A duplicate copy of this sheet is enclosed.
 Any additional filing fees required under 37 CFR 1.16.
 Any patent application processing fees under 37 CFR 1.17.

☐ The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 50-0639. A duplicate copy of this sheet is enclosed.
☐ Any patent application processing fees required under 37 CFR 1.17.
☐ The issue fee set in 37CFR 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR 1.31(b).
☐ Any filing fees under 37 CFR 1.16 for presentation or extra claims.

Respectfully submitted,



Brian M. Berliner
 Registration No. 34,549

O'MELVENY & MYERS LLP
 400 So. Hope Street
 Los Angeles, CA 90071-2899
 (213) 430-6000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: PETER H. I. KIM

Serial No.:

Filed:

Title: Method And Apparatus For Delivery Of Targeted Advertising And Content Based On User Interaction With Online Queries On A Wide Area Network

As a below named inventor I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c), for purposes of paying reduced fees under Sections 41(a) and (b) of Title 35, United States Code, to the United States Patent and Trademark Office described in:

☒ the specification filed herewith with title as listed above.

☐ the application identified above.

I have not assigned, granted, conveyed or licensed, and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not qualify as an independent inventor under 37 CFR 1.9(c), if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below.

☒ No such person, concern or organization exists.

☐ Each such person, concerns or organizations is listed below.

Full Name:

Address:

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

PETER H. I. KIM
NAME OF INVENTOR

Signature of Inventor

Date

Address of Inventor: 497 East California Boulevard #323, Pasadena, California 91106

NAME OF INVENTOR

Signature of Inventor

Date

Address of Inventor: _____

09-21-00

A

09/20/00
1c639 U.S. PTO

PATENT

Docket No.: 412342-2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: PETER H. I. KIMA

For: Method And Apparatus For Delivery Of Targeted Advertising And Content Based On User Interaction With Online Queries On A Wide Area Network

1c639 U.S. PTO
09/665482
09/20/00

CERTIFICATE OF MAILING

BOX PATENT APPLICATION
Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

"EXPRESS MAIL" Mailing Label No.: EL640511661US

Date of Deposit: September 20, 2000

I hereby certify that an application for patent, including:

32 pages of Specification (which includes 28 claims and a one-page Abstract); 9 Sheets of informal Drawings; an UNSIGNED Declaration and Petition; an UNSIGNED Verified Statement Claiming Small Entity Status; a General Authorization/Request to Petition for Extensions of Time; a check in the amount of \$417 to cover the filing fee; a Transmittal Letter (Form PTO 1082); and Return Postcard are being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231.

Date of Deposit: September 20, 2000



Rudy C. Bautista

Express Mail: EL640511661US
PATENT
412342-2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: PETER H. I. KIM Serial No. Filing Date: For: Method And Apparatus For Delivery Of Targeted Advertising And Content Based On User Interaction With Online Queries On A Wide Area Network	Art Unit: Examiner:
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10639 U.S. PRO
09/665482
09/20/00

GENERAL AUTHORIZATION/REQUEST TO PETITION FOR EXTENSIONS OF TIME

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

With reference to the subject application, and pursuant to 37 C.F.R. § 1.136, Applicant hereby authorizes and requests the Commissioner to treat any correspondence requiring a petition for extension of time as containing such a request therefor for the appropriate length of time. This general authorization is effective during the pendency of this application, including any division or continuing application therefrom.

Where no check is received by the Commissioner, you are hereby authorized to charge payment of the requisite petition fees, or charge any additional fee required under 37 C.F.R. § 1.17, or credit any overpayment of same, to Deposit Account No. 50-0639. A duplicate copy of this general authorization is enclosed.

Respectfully submitted,



Brian M. Berliner
Attorney for Applicant
Registration No. 34,549

Date: September 20, 2000

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